GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:3099
ANSWERED ON:05.12.2016
Promotion of Tribal Arts and Crafts
Sigriwal Shri Janardan Singh

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) whether the Government promotes/ proposes to promote Indian tribal arts and crafts in other countries;

(b) if so, the details thereof along with the steps taken in this regard;

(c) the number of exhibitions for promoting Indian tribal arts and crafts organised by the Government in various countries during the last three years, country-wise;

(d) whether the Government has assessed the number of tribals benefitted from the said exhibitions and if so, the details thereof; and

(e) the quantum of export of handicrafts/ artifacts manufactured by tribals from various States including Jharkhand during each of the last three years?

Answer

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS
(SHRI JASWANTSINH BHABHOR)

(a) & (b) Yes, Madam. TRIFED is considering participating in three International Exhibitions in European or other Countries abroad through Export Promotion Council for Handicraft (EPCH) and India Trade Promotion Organisation (ITPO) during the current financial year 2016-17 for promoting tribal art and craft. TRIFED is also considering participating in 'Cairo International Fair', which is scheduled to be held from 15-24 March, 2017 at Cairo, Egypt and 'India Sourcing Fair' from 18- 26 March, 2017 at Lima, Peru through India Trade Promotion Organisation (ITPO) during the current financial year.

(c) TRIFED has not organized any Exhibition in foreign countries. However, TRIFED has been participating in International Exhibitions for promotion of Indian tribal arts and crafts. Details of International Exhibitions participated in by TRIFED during last three years is given below:

S. No. Financial Year Name of International Exhibition Date of Exhibition Total Sales
1 2013-14 Import Shop Berlin, Germany 13-17 November, 2013 Rs.4.43 Lakhs
2 -do- AFLArtigiano Infiera, Milan, Italy 30 November − 8 December, 2013 Rs.3.36 Lakhs
3 2015-16 AFLArtigiano Infiera, Milan, Italy 5- 13 December, 2015 Rs.3.20 Lakhs

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(d) Participation of TRIFED in the international exhibition resulted in sale of tribal arts and crafts not only abroad, but also attracted buyers of tribal products to the tune of Rs.7.80 lakh during 2013-14 from TRIFED's Retail Outlets in India. However, there is no formal assessment conducted regarding number of tribals benefited from the said exhibitions. TRIFED has been participating in International Exhibitions in which the various products being sourced from tribal artisans are showcased, promoted and sold. As such, the tribal artisans have been getting indirectly benefitted by TRIFED's participation in these Exhibitions to the extent of the sales of products sourced from tribal artisans.

The participation in International Exhibitions by TRIFED envisages promotion of tribal art and craft among potential buyers abroad. Besides realization of sales during exhibitions, these events have created awareness about the unique tribal products and encourage the potential buyers to purchase tribal products directly from our Outlets in India, which result in increase in purchase of tribal products to that extent from tribal suppliers. Moreover, the participation in International Events has a long term effect in terms of promotion of tribal art and craft among foreign buyers.

(e) The quantum of export of handicraft/artifacts made by the empanelled tribal artisans of TRIFED from various States during last 3 years is as under: -

S.No Year Value (inRs./Lakh)
1 2013-14 15.65
2 2014-15 Nil
3 2015-16 3.20